

Best practices for effective designs
in election administration

Section 3: Optical scan ballots

Draft: May 2007

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Optical scan ballots

The general election ballot prototypes shown on the following pages are based on Voluntary Voting System Best practices (VMSG), information design principles and usability testing. These best practices, principles, and tests lead to the following key criteria and goals:

- Design for all voters: Emphasize voter needs over administrative and vendor requirements.
- Use clear, concise language (simple language) for all content.
- Use color functionally and exclusively for instructions.
- Use illustrative diagrams that accurately reflect the ballot type and equipment to further clarify instructions and processes.
- Use upper and lower case sans serif type, set at a minimum of 12 points for all ballot content voters will read. Given a choice between adequate type size (12 points) and fewer pages, ballots with 12 point type and more pages were found to be more usable than those with fewer pages and smaller type.
- Use one language per ballot, which is recommended practice. To meet usability standards display no more than two languages.

For other recommendations, see the Design and Samples sections below.

Prototype ballots shown on the following pages are not endorsements of a particular ballot manufacturer. They are used to illustrate design standards and usability findings. These component-based design standards can be applied to a variety of ballot types.

Digital files and downloads

Electronic versions of these files are available at:
www.eac.gov/directory_name.

The files are provided in two formats: Acrobat (.pdf) and InDesign (.indd).

Note: The use of any specific product is not an endorsement of that product.

The design standards illustrated throughout this document do not rely on specific software or products. For copyright reasons, the EAC cannot supply you with the fonts used in the InDesign files. They are from the Univers family and are available from numerous suppliers.

Research findings

Detailed findings that support the ballot design best practices can be found in Section 7 of this document, and at www.eac.gov/directory_name.

Section organization

This section has three sections: (1) planning; (2) one-language ballot design best practices and samples; and (3) two-language ballot design best practices and samples.

Planning

The Planning section (pages XXX–XXX) outlines how to incorporate resources into your ballot development and production process; in what areas those resources may be of assistance; and when those activities should occur. It also offers tips on possible challenges and opportunities. These suggestions apply to both one-language and two-language ballots.

Design

For both one-language ballots (page XXX) and two-language ballots (page XXX), prototypes are illustrated in full and by *component*. The production *specifications* for those components are detailed, and items of note are under the *discussion* heading.

Components

A ballot has four basic content areas:

- A** Election information (e.g., jurisdiction, general election, date)
- B** Ballot instructions
- C** Ballot navigation, including page numbers and reminders to vote on the other side or go on to the next page
- D** Questions, including contests, retentions, and referendum

Each of these components is illustrated at its actual size and production specifications are detailed on the facing page. Specifications are numbered from

1 through **6**

Specifications

All production specifications—including type face, type size, leading, line weights, background tint fills, and distances between elements—are included. These specifications allow information designers to build best practice ballots.

Discussion

Non-specification notes, comments and references (such as production best practices and legislative requirements) are listed under this heading.

Samples

In the Samples sections (pages XXX) the design best practices and components are applied to the various one-language ballots (page XXX) and various two-language ballots (page XXX). The variations include two ballot styles: a one-color version and a non western-language version.

Planning process

The planning table on the following page outlines additional resources and steps you can take to ensure that ballot content and design best serve the voter.

These recommendations are based on best practices in use in Cook County, Illinois, and Design for Democracy's pilot test in Nebraska.

Planning goals

These additional resources can help ensure that

- Content is easily understood by all voters, including those with low vision and literacy issues.
- The visual organization of the content supports ease of use and confidence in the process.
- Any necessary translations are accurate and sensitive to cultural differences in language and expression.

Planning value by role/resource

- *Simple language expert* ensures that instructions and other ballot content are written in the most effective manner to help all voters (not just low-literacy voters) understand and follow instructions, and feel confident that they have properly cast their ballots.
- *Information designer* organizes the ballot content—text, graphics, illustrations—in a manner that is clear, simple and functional, and that supports and enhances the voter's comprehension of the content and voting process. (Note: The design field is very broad; it is important to work with a designer who has expertise in the organization and presentation of complex information.)
- *Usability expert* works with the information designer to develop review, testing, and revision processes that improve the ballot's overall effectiveness, accuracy, and usability.
- *Translator* ensures proper grammatical, syntactic, and structural character of the content, and appropriate use of local dialect variations. Accurate translations are vital for non-English speaking voters, and online translations online misleading, unclear, or simply wrong. The EAC can provide some model translations.
- *Cultural expert* reviews translated material to ensure that the translations accurate are and culturally relevant, and that their visual presentation is appropriate.

Before election cycle

| <i>Resources</i> | <i>Planning, design, and usability activities</i> | <i>Tips</i> |
|--------------------------------------|--|---|
| Election Official | <p>Use current election to establish baseline for future work you are planning. Get voter feedback before starting not just afterwards. (EAC can provide a revised satisfaction survey.)</p> <p>Establish an approval process/team. Determine who must sign off on improvements at each phase.</p> | |
| Election Official | <p>Choose an objective, professional resource to take ownership of information design challenges.</p> <p>Simultaneously hire a designer and a usability professional who can offer additional feedback.</p> <p>Partner with a policy advisor who can help guide design improvements through the necessary legislative processes.</p> | <p>Whenever possible, hire a local person who will be able to meet with you and your extended production team (vendors, printers, etc.).</p> <p>Provide the designer with poll worker training, as well as any feedback from voters or poll workers.</p> <p>Provide the designer with a complete list of current election documents and legal requirements.</p> |
| Designer and Usability Expert | <p>Review and become familiar with election design standards and recommendations.</p> <p>Understand variance between EAC best practices and local requirements for poll worker and voter materials.</p> | |
| Election Official | <p>Estimate value of design improvements.</p> <p>Gauge impact of the redesign process during the next election planning cycle.</p> | |

During election cycle

| <i>Resources</i> | <i>Content development activities</i> | <i>Tips</i> |
|---|--|--|
| Simple Language Expert | Edit final English-language content for low-literacy voters. | <p>The EAC has some translations that can be leveraged and modified, but you will need expert assistance on referendum.</p> <p>Understand the translator's requirements before the election: data formats, time line, etc.</p> <p>Have a third-party expert review the translated materials after the initial draft. Legal may need to review the materials after simple language and design have been incorporated.</p> |
| Translator | Translate content for non-English-speaking voters. | |
| Alternative language/cultural expert | Review translated content in each alternative language for cultural relevancy. | Translation services may not be aware of possible cultural sensitivities of translated material. |
| Designer | Election official provides designer with final content for different materials, in English and other languages, after they have been reviewed by simple language and cultural experts. | |

Design: one language

On pages XXX–XXX, design best practices for a general election one-language ballot are illustrated and their production specifications detailed. These best practices are based on are based on VVSG, information design principles and usability testing.

Components

A ballot has four basic content areas:

- A** Election information (e.g., jurisdiction, general election, and date)
- B** Ballot instructions
- C** Ballot navigation, including page numbers and reminders to vote on the other side or go on to the next page
- D** Questions, including contests, retentions and referendum

Each of these components is illustrated at its full size and production specifications are detailed on the facing page. Specifications are numbered from

1 through **6**

Specifications

All production specifications—including type face, type size, leading, line weights, tint fills and distances between elements—are included. These specifications allow information designers to build best practices ballots.

Discussion

Non-specification notes, comments and references, such as production best practices and legislative requirements, may be listed under this heading.

Prototype ballots shown on the following pages are not endorsements of a particular ballot manufacturer. They are used to illustrate design standards and usability findings. These component-based design standards can be applied to a variety of ballot types.

Research findings

Additional research findings that further support the following ballot design best practices can be found in Section 7 of this document and at www.eac.gov/directory_name.

A

B

C

D

C

C

Official Ballot for General Election
Springfield County, Nebraska
Tuesday, November 07, 2006

1 / 5

Instructions

Making selections

Fill in the oval to the left of the name of your choice. You must blacken the oval completely, and do not make any marks outside of the oval. You do not have to vote in every race.

Do not cross out or erase, or your vote may not count. If you make a mistake or a stray mark, ask for a new ballot from the poll workers.

Optional write-in

or write-in:

To add a candidate, fill in the oval to the left of "write-in" and print the name clearly on the dotted line.

Turning in the ballot

Insert the completed ballot into the ballot sleeve. Hand the ballot in to be counted.

Do not fold the ballot.

President and Vice-President of the United States

Vote for 1 pair

☐ Joseph Barchi and Joseph Hallaren
Blue

☐ Adam Cramer and Greg Vuocolo
Yellow

☐ Daniel Court and Amy Blumhard
Purple

☐ Alvin Boone and James Lian
Orange

☐ Austin Hildebrand and James Garritty
Pink

☐ Martin Patterson and Clay Lariviere
Gold

☐ Elizabeth Harp and Antoine Jefferson
Gray

☐ Marzena Pazgier and Welton Phelps
Brown

☐ or write-in:

U.S. Representative

Vote for 1

☐ Brad Plunkard
Blue

☐ Bruce Reeder
Yellow

☐ Brad Schott
Purple

☐ Glen Tawney
Orange

☐ Carroll Forrest
Pink

☐ or write-in:

State Governor and Lieutenant-Governor

Vote for 1 pair

☐ Charlene Franz and Chris Norberg
Blue

☐ Gerard Harris and Anthony Parks
Yellow

☐ Linda Bargmann and Luis Garcia
Purple

☐ Barbara Adcock and Charles Qualey
Orange

☐ Carrie Steel-Loy and George Hovis
Pink

☐ Frederick Sharp and Burt Zirkle
Gray

☐ or write-in:

U.S. Senator

Vote for 1

☐ Dennis Weiford
Blue

☐ Lloyd Garriss
Yellow

☐ Sylvia Wentworth-Farthington
Purple

☐ John Hewetson
Orange

☐ Victor Martinez
Pink

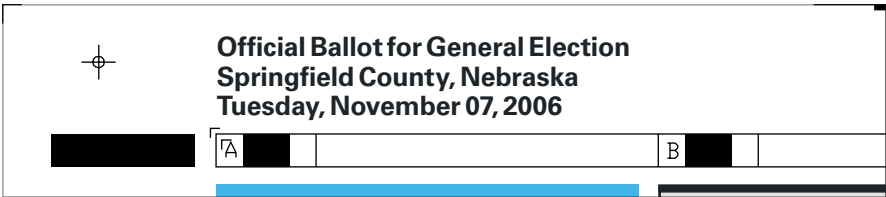
☐ Heather Portier
Gold

☐ or write-in:

Continue voting next side →

Precinct0001 Ward0002 Split0003 PollWorkerInitials

1



100% actual size

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Election information specifications

Information defining the specifics of the election should be placed above the left column of the face of every ballot page outside the area used by the voter and the scanner. Content should include the statement “Official Ballot” along with election type, location and date. Local laws may require that additional information be included.

1 Information

On ballots with space constraints, election information may be set at a minimum size. For ballots with more available space, larger type is encouraged.

Minimum size type for all: Univers 65 Bold, size 10 pt., leading 11 pt., tracking -20, 100% black, left aligned.

Maximum size type for title: Univers 65 Bold, size 18 pt., leading 20 pt., tracking -20, 100% black, left aligned.

Maximum size type for location and date: Univers 65 Bold, size 12 pt., leading 14 pt., tracking -20, 100% black, left aligned.

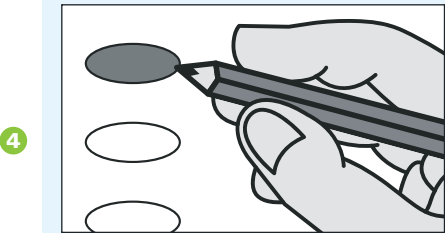
Discussion

Though this is important content it should not be set so large that it affects the amount of room for instructions and ballot content actually used by the voter.

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1 Instructions

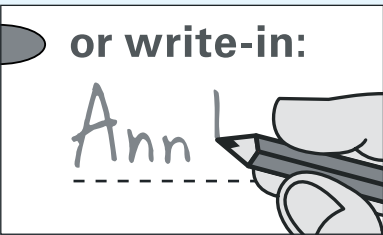
2 Making selections



Fill in the oval to the left of the name of your choice. You must blacken the oval completely, and do not make any marks outside of the oval. You do not have to vote in every race.

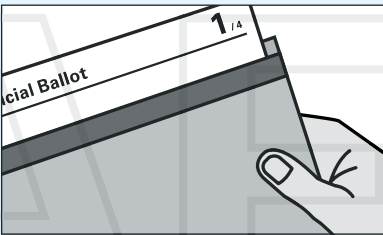
5 **!**
Do not cross out or erase, or your vote may not count. If you make a mistake or a stray mark, ask for a new ballot from the poll workers.

Optional write-in



To add a candidate, fill in the oval to the left of "write-in" and print the name clearly on the dotted line.

Turning in the ballot



Insert the completed ballot into the ballot sleeve. Hand the ballot in to be counted.

6 **!**
Do not fold the ballot.

Ballot instruction specifications

Specifications for each instruction element are referenced by number below.

1 Main head

This header defines the complete instructions area for the voter.

Fill: 100% process cyan, 0.5" height, extends full width of the column, 0.1" above topmost ascender, and 0.1" below lowest baseline of type.

Type: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% white, left aligned, set 0.1" from left edge of fill, centered between top and bottom of fill.

2 Background fill

3 pt. white line between background tint and main head. 3 pt. white line between each instruction.

Fill: 10% process cyan, extends full width of the column, 0.1" above topmost ascender of type, and 0.1" below lowest baseline of type for each instruction.

3 Subhead

Begins 0.1" below top of fill.

Type: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

4 Illustration

Begins 0.1" below lowest baseline of title.

Size: 0.1" inset from column width on both sides; height determined by most effective display of illustration (typically 1" to 2").

Stroke: 0.5 pt. line, 100% black.

5 Instruction text

Begins 0.1" below bottom of illustration.

Type: Univers 45 Light, size 12 pt., leading 15 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

6 Alerts

These should be used only for critical instructions, such as actions that may invalidate a voter's ballot. Begins 0.1" below lowest baseline of instruction content.

Attention icon: 0.25" diameter, 100% process cyan, set 0.1" from left edge of fill.

Type: Univers 65 Bold, size 12 pt., leading 15 pt., tracking -20, 100% process cyan, left aligned, set 0.1" from left edge of fill and 0.1" below Attention icon.

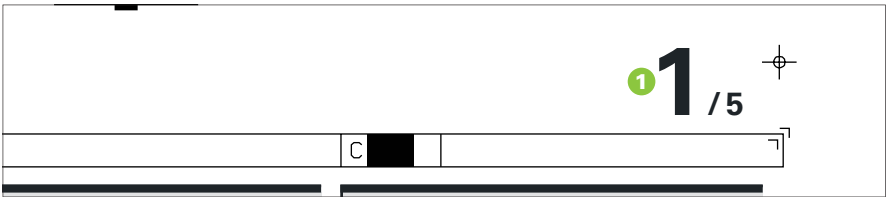
Discussion

The decision to apply color only to instructions is the result of feedback from usability testing and literacy experts.

Illustrative diagrams that accurately reflect the ballot type and equipment further clarify instructions and processes.

These illustrations are available at www.eac.gov/directory_name.

Informational icons are used to draw attention to unique or important areas of the ballot or to improve the voter's ability to scan dense information.



2

3

**Continue voting
next side**



4

**Continue voting
next page**



**Thank you for voting!
Please turn in
your finished ballot**

all 100% actual size

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Ballot navigation specifications

Specifications for each instruction element are referenced by number below.

1 Page numbering

Current and total page numbers should be placed in the top right corner of each face of every ballot page.

Current page type: Univers 65 Bold, size 36 pt., tracking -20, 100% black.

Total page type: Univers 65 Bold, size 12 pt., tracking -20, 100% black.

2 Instruction fill

Navigational instructions should be placed at the end of the final column on each ballot face, to tell the voter what to do next.

Fill: 10% process cyan, extends full width of the column, 0.1" above topmost ascender of type, and 0.1" below lowest baseline of type.

3 Instruction content

Begins 0.1" below top of fill.

Type: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill, centered between top and bottom of fill.

4 Arrow

Use the Arrow icon to direct the voter to another location on the ballot.

Arrow icon: 0.25" diameter, 100% black, set 0.1" from right edge of fill, centered between top and bottom of fill.

Discussion

These ballot navigation guides help the voters through the ballot, telling them where they are in the process and where to go next.

Ballot pages should be numbered with large, bold numbers.

Informational icons such as arrows and exclamation points (next page) can be used to draw attention to unique or important areas of the ballot or to improve the voter's ability to scan dense information.

These informational icons are available at www.eac.gov/directory_name.

The decision to apply color only to instructions is the result of feedback from usability testing and literacy experts.

1

2

3

U.S. Senator

Vote for 1

☐ Dennis Weiford

Blue

☐ Lloyd Garriss

Yellow

☐ Sylvia Wentworth-Farthington

Purple

☐ John Hewetson

Orange

☐ Victor Martinez

Pink

☐ Heather Portier

Gold

☐ or write-in:

State Governor and Lieutenant-Governor

Vote for 1 pair

☐ Charlene Franz and Chris Norberg

Blue

☐ Gerard Harris and Anthony Parks

Yellow

☐ Linda Bargmann and Luis Garcia

Purple

☐ Barbara Adcock and Charles Qualey

Orange

☐ Carrie Steel-Loy and George Hovis

Pink

☐ Frederick Sharp and Burt Zirkle

Gray

☐ or write-in:

Board of Education Member: City of Springfield

! Vote for up to 5

☐ Alex Marr

☐ Albert Musgrove

☐ Thomas Fleming

☐ Harriett Watson

☐ Theodore Fina

☐ Steven Williams

☐ Peter Sigelakis

☐ Deborah Barkelow

☐ or write-in:

☐ or write-in:

☐ or write-in:

☐ or write-in:

☐ or write-in:

all 100% actual size

Contest question specifications

Contest question components include borders that separate each contest, titles, special instructions, candidate/ticket information and choices.

1 Border

This border defines the top, left and bottom sides of the contest component.

Top line: 3.0 pt. line, 100% black, extends full width of the column.

Left: line 1.0 pt. line, 100% black.

Bottom line: 1.0 pt. line, 100% black, extends full width of the column; placed 0.1" below last content in column.

2 Contest title

This header defines each contest question; it begins directly below the top border.

Fill: 15% black, extends full width of the column, 0.1" above topmost ascender of type, and 0.1" below lowest baseline of type.

Type: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill, centered between top and bottom of fill.

3 Contest instructions

This area defines each contest's instructions; it begins directly below the header.

Fill: 10% process cyan, extends full width of the column, 0.1" above topmost ascender of type, and 0.1" below lowest baseline of type.

Type: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill, centered between top and bottom of fill.

4 Special instructions

When new or modified instructions are introduced, they should be called out to alert the voter. These are set identically to standard contest instructions, with the addition of an Attention icon.

Fill: 10% process cyan, extends full width of the column, 0.1" above topmost ascender, and 0.1" below lowest baseline of type.

Attention icon: 0.15" diameter, 100% process cyan, set 0.1" from left edge of fill, centered between top and bottom of fill.

Type: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of icon, centered between top and bottom of fill.

Discussion

Informational icons such as exclamation points and arrows are offered to draw attention to unique or important areas of the ballot or to improve the voter's ability to scan dense information.

These informational icons are available at www.eac.gov/directory_name.

The use of political party icons is not encouraged as literacy experts and design professionals believe they simply confuse many voters.

The decision to apply color only to instructions is the result of feedback from usability testing and literacy experts.

U.S. Senator

Vote for 1

- 5

☐ **Dennis Weiford**
Blue
- 6

☐ **Lloyd Garriss**
Yellow
- ☐ **Sylvia Wentworth-Farthington**
Purple
- ☐ **John Hewetson**
Orange
- ☐ **Victor Martinez**
Pink
- ☐ **Heather Portier**
Gold
- 7

☐ **or write-in:**

State Governor and
Lieutenant-Governor

Vote for 1 pair

- ☐ **Charlene Franz
and
Chris Norberg**
Blue
- ☐ **Gerard Harris
and
Anthony Parks**
Yellow
- ☐ **Linda Bargmann
and
Luis Garcia**
Purple
- ☐ **Barbara Adcock
and
Charles Qualey**
Orange
- ☐ **Carrie Steel-Loy
and
George Hovis**
Pink
- ☐ **Frederick Sharp
and
Burt Zirkle**
Gray
- ☐ **or write-in:**

Board of Education
Member:
City of Springfield

! Vote for up to 5

- ☐ **Alex Marr**
- ☐ **Albert Musgrove**
- ☐ **Thomas Fleming**
- ☐ **Harriett Watson**
- ☐ **Theodore Fina**
- ☐ **Steven Williams**
- ☐ **Peter Sigelakis**
- ☐ **Deborah Barkelow**
- ☐ **or write-in:**

- ☐ **or write-in:**

- ☐ **or write-in:**

- ☐ **or write-in:**

- ☐ **or write-in:**

all 100% actual size

Contest question specifications, continued**5 Candidate information**

Candidate names section begins no less than 0.1" below bottom of instructions fill; on ballots with set selection locations, the distance may need to be greater. Subsequent names should begin 0.1" below separation line of previous candidate. Names should be set as close as possible to the selection location.

Name type: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned.

Party type: Univers 45 Light, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned.

On contests with a two-person ticket, the word "and" should be placed alone on a separate line between the two candidate names.

6 Separation line

Each candidate option should be followed by a line, even if it is the final option in a particular contest. Line should be placed no less than 0.1" below the lowest baseline of candidate information; on ballots with set selection locations, the distance may need to be greater. Line should also be located 0.1" above topmost ascender of the following candidate name, if applicable.

Line: 0.25 pt. line, 100% black, extends full width of column area allowed for candidates.

7 Write-in

Begins 0.1" below final line of previous candidate. Write-in line should be placed no less than 0.3" below lowest baseline of type; on ballots with set selection locations, the distance may need to be greater.

Type: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned.

Write-in line: 0.5 pt. line, dashed 4 pt./4 pt., 100% black, extends full width of column area allowed for candidates.

Discussion

All candidates in any given contest should be given the same amount of vertical space. If one candidate's name must break onto a second line, the vertical space for all candidates should be changed to match.

Place the selection oval to the left of the candidate/ticket name as shown on page XXX.

**Judge Retention:
State Supreme Court****Vote to keep or remove**

Keep **Elmer Hull** as
Associate Justice of the
State Supreme Court?

- ☐ **Keep Judge**
- ☐ **Remove Judge**

1

2

**Judge Retention:
State Supreme Court**

3

Vote to keep or remove

4

Keep **Susan Esquer** as
Associate Justice of the
State Court of Appeals,
5th Appellate District,
Division 2?

5

6

- ☐ **Keep Judge**
- ☐ **Remove Judge**

**Judge Retention:
State Supreme Court****Vote to keep or remove**

Keep **Rita Zheng** as
Associate Justice of State
Family Court, 3rd District?

- ☐ **Keep Judge**
- ☐ **Remove Judge**

100% actual size

Retention question specifications

Retention question components include borders that separate each question, titles, special instructions, the question and the choices.

1 Border

This border defines the top, left and bottom sides of the question.

Top: 3.0 pt. line, 100% black, extends full width of the column.

Left: 1.0 pt. line, 100% black.

Bottom: 1.0 pt. line, 100% black, extends full width of the column; placed 0.1" below last content in column.

2 Retention title

This header defines each retention question; it begins directly below the top border.

Fill: 15% black, extends full width of the column, 0.1" above topmost ascender, and 0.1" below lowest baseline of type.

Type: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill, centered between top and bottom of fill.

3 Retention instructions

This area defines each question's instructions; it begins directly below the header.

Fill: 10% process cyan, extends full width of the column, 0.1" above topmost ascender, and 0.1" below lowest baseline of type.

Type: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill, centered between top and bottom of fill.

4 Retention content

Presents the question clearly to the voter. The judge's name should be bold to add emphasis. Begins no less than 0.1" below bottom of instructions fill.

Content type: Univers 45 Light, size 12 pt., leading 15 pt., tracking -20, 100% black, left aligned.

Name type: Univers 65 Bold, size 12 pt., leading 15 pt., tracking -20, 100% black, left aligned.

5 Retention selection options

First selection option should begin 0.2" below lowest baseline of content; on ballots with set selection locations, the distance may need to be greater. Subsequent options should begin 0.1" below final line of previous option. Options should be set as close as possible to the selection location.

Option type: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned.

6 Separation line

Each selection option should be followed by a line to clearly define it, even if it is the final option in a particular question. Line should be placed 0.1" below lowest baseline of selection option; on ballots with set selection locations, the distance may need to be greater. Line should also be located 0.1" above topmost ascender of the following option, if applicable.

Line: 0.25 pt. line, 100% black, extends full width of column area allowed for selection options.

Discussion

The decision to apply color only to instructions is the result of feedback from usability testing and literacy experts.

All names in any given retention question should all be given the same amount of vertical space. If one candidate's name must break onto a second line, the vertical space for all candidates should be changed to match.

Place the selection oval to the left of the judge's name as shown on page XXX.

1

2

Ballot Measure 101: Open Primaries

3

Vote to accept or reject

4

Requires primary elections where voters may vote for any state or federal candidate regardless of party registration of voter or candidate. The two primary-election candidates receiving most votes for an office, whether they are candidates with no party or members of same or different party, would be listed on general election ballot. Exempts presidential nominations. Fiscal Impact: No significant net fiscal effect on state and local governments.

5

☐ **Accept**

6

☐ **Reject**

**Ballot Measure 106:
Limits on Private Enforcement of Unfair Business Competition Laws**

Vote to accept or reject

Allows individual or class action “unfair business” lawsuits only if actual loss suffered; only government officials may enforce these laws on public’s behalf. Fiscal Impact: Unknown state fiscal impact depending on whether the measure increases or decreases court workload and the extent to which diverted funds are replaced. Unknown potential costs to local governments, depending on the extent to which diverted funds are replaced.”

☐ **Accept**

☐ **Reject**

Referendum specifications

Referendum question components include borders that separate each question, titles, instructions, the question and the choices.

1 Border

This border defines the top, left and bottom sides of the question.

Top: 3.0 pt. line, 100% black, extends full width of the referendum area.

Left: 1.0 pt. line, 100% black.

Bottom: 1.0 pt. line, 100% black, extends full width of the referendum area; placed 0.1" below last content in referendum area.

2 Referendum title

This header defines each referendum question; it begins directly below the top border.

Fill: 15% black, extends full width of the referendum area, 0.1" above topmost ascender, and 0.1" below lowest baseline of type.

Type: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill, centered between top and bottom of fill.

3 Referendum instructions

This area defines each question's instructions; it begins directly below the header.

Fill: 10% process cyan, extends full width of the referendum area, 0.1" above topmost ascender, and 0.1" below lowest baseline of type.

Type: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill, centered between top and bottom of fill.

4 Referendum content

Presents the referendum question clearly to the voter; it begins no less than 0.1" below bottom of instructions fill, set 0.1" from left border. In a two-column referendum area, space for text should extend to 0.1" from the right edge of the referendum area. In a three-column referendum area, the space for text should extend no wider than 6".

Content type: Univers 45 Light, size 12 pt., leading 15 pt., tracking -20, 100% black, left aligned.

5 Referendum selection options

First selection option should begin 0.2" below lowest baseline of content; on ballots with set selection locations, the distance may need to be greater. Subsequent options should begin 0.1" below final line of previous option. Options should be set as close as possible to the selection location, ideally in the left-most column of the referendum area.

Option type: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned.

6 Separation line

Each selection option should be followed by a line to clearly define it, even if it is the final option in a particular question. Line should be placed 0.1" below lowest baseline of selection option; on ballots with set selection locations, the distance may need to be greater. Line should also be located 0.1" above topmost ascender of the following option, if applicable.

Line: 0.25 pt. line, 100% black, extends full width of referendum area allowed for selection options.

Discussion

A primary voter criticism of ballots is the length and complexity of referendum questions. It is imperative that these questions be written in the simplest language possible. Many jurisdictions also provide summaries.

The typesetting of the referendum text is critical. Too many or too few characters per line inhibit legibility and comprehension. The goal should be 40–60 characters per line. Research indicates that many users find line lengths of more than 60 characters or less than 20 characters hard to read.

There is a direct relationship between type size and line spacing (leading). Lines of type that are too close together or too far apart inhibit legibility and comprehension (as do lines that are too far apart). Referendum content in these best practices are set at 12 points, with 2 points of leading.

Samples: one language

The design best practices detailed in the previous section are applied to various one-color ballots on pages XXX–XXX. The variations include two ballot styles, a one-color version and a Asian language version.

Specifications that vary from those outlined in the Design section are detailed opposite the application example. The samples illustrate the flexibility of the design best practices.

The ballot content used in these samples was originally developed by the National Institute of Standards and Technology (NIST) to illustrate a “moderately complex” ballot. Although it is impossible to cover every ballot scenario, most general election ballot layout issues can be addressed using this content.

The samples shown on the following pages are not endorsements of a particular ballot manufacturer. They are used to illustrate design standards and usability findings.

DRAFT

Official Ballot for General Election
Springfield County, Nebraska
Tuesday, November 07, 2006

1 / 5

Instructions

Making selections

Fill in the oval to the left of the name of your choice. You must blacken the oval completely, and do not make any marks outside of the oval. You do not have to vote in every race.

Do not cross out or erase, or your vote may not count. If you make a mistake or a stray mark, ask for a new ballot from the poll workers.

Optional write-in

or write-in:

To add a candidate, fill in the oval to the left of "write-in" and print the name clearly on the dotted line.

Turning in the ballot

Insert the completed ballot into the ballot sleeve. Hand the ballot in to be counted.

Do not fold the ballot.

President and Vice-President of the United States

Vote for 1 pair

☐ Joseph Barchi and Joseph Hallaren
Blue

☐ Adam Cramer and Greg Vuocolo
Yellow

☐ Daniel Court and Amy Blumhard
Purple

☐ Alvin Boone and James Lian
Orange

☐ Austin Hildebrand and James Garrity
Pink

☐ Martin Patterson and Clay Lariviere
Gold

☐ Elizabeth Harp and Antoine Jefferson
Gray

☐ Marzena Pazgier and Welton Phelps
Brown

☐ or write-in:

U.S. Representative

Vote for 1

☐ Brad Plunkard
Blue

☐ Bruce Reeder
Yellow

☐ Brad Schott
Purple

☐ Glen Tawney
Orange

☐ Carroll Forrest
Pink

☐ or write-in:

State Governor and Lieutenant-Governor

Vote for 1 pair

☐ Charlene Franz and Chris Norberg
Blue

☐ Gerard Harris and Anthony Parks
Yellow

☐ Linda Bargmann and Luis Garcia
Purple

☐ Barbara Adcock and Charles Qualey
Orange

☐ Carrie Steel-Loy and George Hovis
Pink

☐ Frederick Sharp and Burt Zirkle
Gray

☐ or write-in:

U.S. Senator

Vote for 1

☐ Dennis Weiford
Blue

☐ Lloyd Garriss
Yellow

☐ Sylvia Wentworth-Farthington
Purple

☐ John Hewetson
Orange

☐ Victor Martinez
Pink

☐ Heather Portier
Gold

☐ or write-in:

Continue voting next side

Precinct 0001 Ward 0002 Split 0003 PollWorkerInitials

50% actual size

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See pages XXX-XXX
for detailed production
specifications.

50% actual size

See pages XXX–XXX
for detailed production
specifications.

50% actual size

See pages XXX–XXX
for detailed production
specifications.

To download
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eac.gov/filename.indd

See pages XXX-XXX
for additional production
specifications.

1

Official Ballot for General Election

Springfield County, Nebraska

Tuesday, November 07, 2006

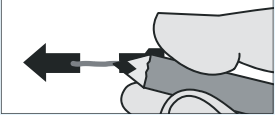
official use only
para uso oficial solamente

Precinct number stamp here

judges initials

Instructions

Making selections




Make a line to connect the arrow to the right of the name of your choice. Do not make any marks outside of the arrow. You do not have to vote in every race.

Do not cross out or erase, or your vote may not count. If you make a mistake or a stray mark, ask for a new ballot from the poll workers.

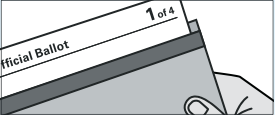
Optional write-in

or write-in:



To add a candidate, fill in the oval to the left of "write-in" and print the name clearly on the dotted line.

Turning in the ballot



Insert the completed ballot into the ballot sleeve. Hand the ballot in to be counted.

Do not fold the ballot.

President and Vice-President of the United States

Vote for 1 pair

Joseph Barchi and Joseph Hallaren Blue

Adam Cramer and Greg Vuocolo Yellow

Daniel Court and Amy Blumhardt Purple

Alvin Boone and James Lian Orange

Austin Hildebrand and James Garritty Pink

Martin Patterson and Clay Lariviere Gold

Elizabeth Harp and Antoine Jefferson Gray

Charles Layne and Andrew Kowalski Aqua

Marzena Pazgier and Welton Phelps Brown

or write-in:

U.S. Representative

Vote for 1

Brad Plunkard Blue

Bruce Reeder Yellow

Brad Schott Purple

Glen Tawney Orange

Carroll Forrest Pink

or write-in:

State Governor and Lieutenant-Governor

Vote for 1 pair

Charlene Franz and Chris Norberg Blue

Gerard Harris and Anthony Parks Yellow

Linda Bargmann and Luis Garcia Purple

Barbara Adcock and Charles Qualey Orange

or write-in:

1 / 8

2B

4 Continue voting next side

Precinct 0001 Ward 0002 Split 0003 Poll Worker Initials

50% actual size

Version B specifications

Alterations to the specifications noted on pages XXX–XXX are noted below.

1 Election information

If space allows, the election information component may be made larger so the voter can easily identify it. See page XXX for more information on this component.

2 Voting instructions

Both text and illustrations of the voting instructions should be developed to correspond precisely with the details of your particular ballot. See page XXX for more information about this component.

3 Variations in selection method

On some ballot types the selection location is to the right of the candidates name. In these cases, place the selection options 0.1" from the left border of the column.

4 Ballot navigation

In certain circumstances, navigation instructions may not be allowed in "active" or "live" areas of the ballot. In these cases, place the instructions as close to the bottom of the right-most column as permitted.

To download
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eac.gov/filename.indd

See pages XXX-XXX
for additional production
specifications.

Trim

Scale 1

Scale 2

Trim

Official use only
para uso oficial solamente

Precinct number stamp here

judges initials

Official Ballot for General Election
Springfield County, Nebraska
Tuesday, November 07, 2006

4 / 5

Proposed Constitutional Amendment H: Limit of Damages for Health Care Providers

Vote to accept or reject

Shall there be an amendment to the State constitution allowing the State legislature to enact laws limiting the amount of damages for noneconomic loss that could be awarded for injury or death caused by a health care provider?
"Noneconomic loss" generally includes, but is not limited to, losses such as pain and suffering, inconvenience, mental anguish, loss of capacity for enjoyment of life, loss of consortium, and other losses the claimant is entitled to recover as damages under general law. This amendment will not in any way affect the recovery of damages for economic loss under State law. "Economic loss" generally includes, but is not limited to, monetary losses such as past and future medical expenses, loss of past and future earnings, loss of use of property, costs of repair or replacement, the economic value of domestic services, loss of employment or business opportunities. This amendment will not in any way affect the recovery of any additional damages known under State law as exemplary or punitive damages, which are damages allowed by law to punish a defendant and to deter persons from engaging in similar conduct in the future.

Accept

Reject

Proposed Constitutional Amendment K: Slot Machines in Madison/Fromwit Counties

Vote to accept or reject

Shall there be an amendment to the State constitution authorizing Madison and Fromwit Counties to hold referenda on whether to authorize slot machines in existing, licensed parimutuel facilities (thoroughbred and harness racing, greyhound racing, and jai alai) that have conducted live racing or games in that county during each of the last two calendar years before effective date of this amendment?
The Legislature may tax slot machine revenues, and any such taxes must supplement public education funding statewide. Requires implementing legislation. This amendment alone has no fiscal impact on government. If slot machines are authorized in Madison or Fromwit counties, governmental costs associated with additional gambling will increase by an unknown amount and local sales tax-related revenues will be reduced by \$5 million to \$8 million annually. If the Legislature also chooses to tax slot machine revenues, state tax revenues from Madison and Fromwit counties combined would range from \$200 million to \$500 million annually.

Accept

Reject

Ballot Measure 101: Open Primaries

Vote to accept or reject

Requires primary elections where voters may vote for any state or federal candidate regardless of party registration of voter or candidate. The two primary-election candidates receiving most votes for an office, whether they are candidates with no party or members of same or different party, would be listed on general election ballot. Exempts presidential nominations. Fiscal Impact: No significant net fiscal effect on state and local governments.

Accept

Reject

IL16-1-002-SQUARE

(2B)

Continue voting next page

Precinct 0001 Ward 0002 Split 0003 Poll Worker Initials

50% actual size

Version B specifications, continued

Alterations to the specifications on pages XXX–XXX are noted below.

1 Referendum selection options

On some ballot types the selection options for multiple-column questions are placed only in the right-most column of the referendum area. In these cases, the separation lines should extend only the width of that column. See page XXX for more information about this component.

DRAFT

1

2

3


4

Official Ballot for General Election
Springfield County, Nebraska
Tuesday, November 07, 2006

1 / 5

Instructions

Making selections




Fill in the oval to the left of the name of your choice. You must blacken the oval completely, and do not make any marks outside of the oval. You do not have to vote in every race.

!

Do not cross out or erase, or your vote may not count. If you make a mistake or a stray mark, ask for a new ballot from the poll workers.

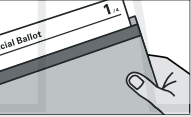
Optional write-in

or write-in:



To add a candidate, fill in the oval to the left of "write-in" and print the name clearly on the dotted line.

Turning in the ballot



Insert the completed ballot into the ballot sleeve. Hand the ballot in to be counted.

!

Do not fold the ballot.

President and Vice-President of the United States

Vote for 1 pair

☐ Joseph Barchi and Joseph Hallaren
Blue

☐ Adam Cramer and Greg Vuocolo
Yellow

☐ Daniel Court and Amy Blumhard
Purple

☐ Alvin Boone and James Lian
Orange

☐ Austin Hildebrand and James Garritty
Pink

☐ Martin Patterson and Clay Lariviere
Gold

☐ Elizabeth Harp and Antoine Jefferson
Gray

☐ Marzena Pazgier and Welton Phelps
Brown

☐ or write-in:

U.S. Senator

Vote for 1

☐ Dennis Weiford
Blue

☐ Lloyd Garriss
Yellow

☐ Sylvia Wentworth-Farthington
Purple

☐ John Hewetson
Orange

☐ Victor Martinez
Pink

☐ Heather Portier
Gold

☐ or write-in:

U.S. Representative

Vote for 1

☐ Brad Plunkard
Blue

☐ Bruce Reeder
Yellow

☐ Brad Schott
Purple

☐ Glen Tawney
Orange

☐ Carroll Forrest
Pink

☐ or write-in:

State Governor and Lieutenant-Governor

Vote for 1 pair

☐ Charlene Franz and Chris Norberg
Blue

☐ Gerard Harris and Anthony Parks
Yellow

☐ Linda Bargmann and Luis Garcia
Purple

☐ Barbara Adcock and Charles Qualey
Orange

☐ Carrie Steel-Loy and George Hovis
Pink

☐ Frederick Sharp and Burt Zirkle
Gray

☐ or write-in:

Continue voting next side

➔

Precinct0001 Ward0002 Split0003 PollWorkerInitials

To download
eac.gov/filename.pdf
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See pages XXX-XXX for additional production specifications.

50% actual size

One-color version specifications

If circumstances dictate that ballots be printed in only one color, certain adjustments should be made to the specifications.

- 1 Instruction title**
Rather than process cyan, this title should be 100% black.
- 2 Instructional fills**
For all background fills change from process cyan to 10% black. This includes the fills used with all ballot instructions, question instructions, and all navigational instructions.
- 3 Attention icons**
Rather than process cyan, all Attention icons should be 100% black. This includes icons for critical ballot instructions, as well as special question instructions.
- 4 Question titles**
To create appropriate contrast from question instructions, question title fills should be 20% black, rather than the 15% black used on two-color ballots.

DRAFT

1

普選正式投票

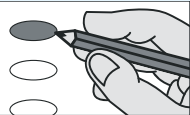
內布拉斯加州，斯普林菲尔德縣

2006年11月7日，星期二

1 / 4

說明

選擇




請填滿您選擇的候選人名字左側的橢圓形。您必須將該橢圓完全塗黑，不要在橢圓的外邊做任何的標記。您不必參加每一輪的投票。

!

請不要塗改、擦抹，不然您的投票會被視為無效。如果發生填寫錯誤或是在塗寫時位置發生偏離，請向登記處的工作人員索要一張新的選票。

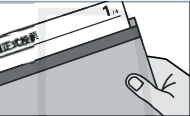
任意的補選

或補選：



增加一位候選人，請填滿“補選”左側的橢圓，並在點狀下劃線上清晰地用印刷體填寫其姓名

上繳選票



請將整張選票完全放入選票信袋。上繳選票以供計算

!

請勿折疊選票

美國總統和副總統

投票選兩位候選人

☐ Joseph Barchi 和 Joseph Hallaren 藍色

☐ Adam Cramer 和 Greg Vuocolo 黃色

☐ Daniel Court 和 Amy Blumhardt 紫色

☐ Alvin Boone 和 James Lian 橙色

☐ Austin Hildebrand 和 James Garritty 粉紅色

☐ Martin Patterson 和 Clay Lariviere 金色

☐ Elizabeth Harp 和 Antoine Jefferson 灰色

☐ Marzena Pazgier 和 Welton Phelps 棕色

☐ 或補選：

美國參議院參議員

投票選一位候選人

☐ Dennis Weiford 藍色

☐ Lloyd Garriss 黃色

☐ Sylvia Wentworth-Farthington 紫色

☐ John Hewetson 橙色

☐ Victor Martinez 粉紅色

☐ Heather Portier 金色

☐ 或補選：

美國眾議院眾議員

投票選一位候選人

☐ Brad Plunkard 藍色

☐ Bruce Reeder 黃色

☐ Brad Schott 紫色

☐ Glen Tawney 橙色

☐ Carroll Forrest 粉紅色

☐ 或補選：

州長和副州長

投票選兩位候選人

☐ Charlene Franz 和 Chris Norberg 藍色

☐ Gerard Harris 和 Anthony Parks 黃色

☐ Linda Bargmann 和 Luis Garcia 紫色

☐ Barbara Adcock 和 Charles Qualey 橙色

☐ Carrie Steel-Loy 和 George Hovis 粉紅色

☐ Frederick Sharp 和 Burt Zirkle 灰色

☐ 或補選：

在下一面繼續投票

➔

A B C

Precinct0001 Ward0002 Split0003 PollWorkerInitials

Chinese

To download
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See pages XXX-XXX
for additional production
specifications.

50% actual size

Asian language versions

When single-language ballots are produced with Asian languages, the following areas need additional consideration:

1 Typeface choices

Non-western typefaces should be selected on the basis of simplicity, compatibility with the Univers type family, and cultural appropriateness. In the application shown LeHei Pro is used for Chinese.

2 Instructional illustrations

Make sure that instructional illustrations accurately reflect the language being used on the specific ballot.

3 Candidate names

All ballot text should be translated, and candidate and political party names transliterated.

4 Language indication

Though all poll workers are assumed to speak English, not all will be able to identify the language on a non-English ballot. Non-English ballots should include this block to identify the language. The block should be placed near the bottom right hand corner of the ballot, as far from ballot content as possible.

Fill: 10% process cyan, extends full width of one column, 0.1" above topmost ascender, and 0.1" below lowest baseline of type.

Type: Univers 45 Light, size 12 pt., leading 13 pt., tracking -20, 100% black, center aligned, centered between top and bottom of fill.

Design: two languages

On pages XXX–XXX design best practices for a general election two-language ballot are illustrated and their production specifications detailed. These best practices are based on are based on Voluntary Voting System Guidelines (VVSG), information design principles and usability testing.

Components

A ballot has four basic content areas:

- A** Election information (e.g., jurisdiction, general election, date)
- B** Ballot instructions
- C** Ballot navigation, including page numbers and reminders to vote on the other side or go on to the next page
- D** Questions, including contests, retentions and referendum

Each of these components is illustrated at its full size and production specifications are detailed on the facing page. Specifications are numbered from **1** through **6**

Specifications

All production specifications—including type face, type size, leading, line weights, tint fills, and distances between elements—are included. These specifications allow information designers to build best practices ballots.

Discussion

Non-specification notes, comments and references such as production best practices and legislative requirements may be listed under this heading.


















Prototype ballots shown on the following pages are not endorsements of a particular ballot manufacturer. They are used to illustrate design standards and usability findings. These component-based design standards can be applied to a variety of ballot types.

Research findings

Additional research findings that further support the following ballot design best practices can be found in Section 7 of this document, and at www.eac.gov/directory_name.

50% actual size

1

| | | | | | | | | | | | |
|---|--|--|---|---|--|---|---|---|--|---|---|
|  | Official Ballot for General Election Springfield County, Nebraska Tuesday, November 07, 2006 | Boleta Oficial de las Elecciones Generales Condado de Springfield, Nebraska Martes, 7 de noviembre de 2006 | | | | | | | | | |
|  | <table><tr><td>A</td><td></td><td></td></tr></table> | A |  |  | <table><tr><td>B</td><td></td><td></td></tr></table> | B |  |  | <table><tr><td>C</td><td></td></tr></table> | C |  |
| A |  |  | | | | | | | | | |
| B |  |  | | | | | | | | | |
| C |  | | | | | | | | | | |

100% actual size

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Election information specifications

Information defining the specifics of the election should be placed above the left column of the face of every ballot page outside the area used by the voter and the scanner. Content should include the statement “Official Ballot” along with election type, location and date. The second language should be to the right of the first, in line with the second column. Local laws may require that additional information be included.

1 Election information

On ballots with space constraints, election information may be set at a minimum size. For ballots with more available space, larger type is encouraged.

Minimum size type for all, Language One: Univers 65 Bold, size 10 pt., leading 11 pt., tracking -20, 100% black, left aligned.

Minimum size type for all, Language Two: Univers 45 Light, size 10 pt., leading 11 pt., tracking -20, 100% black, left aligned.

Maximum size type for title, Language One: Univers 65 Bold, size 18 pt., leading 20 pt., tracking -20, 100% black, left aligned.

Maximum size type for title, Language Two: Univers 45 Light, size 18 pt., leading 20 pt., tracking -20, 100% black, left aligned.

Maximum size type for location and date, Language One: Univers 65 Bold, size 12 pt., leading 14 pt., tracking -20, 100% black, left aligned.

Maximum size type for location and date, Language Two: Univers 45 Light, size 12 pt., leading 14 pt., tracking -20, 100% black, left aligned.

Language Two information should be set no less than 0.2” directly to the right of the longest Language One line of type.

Discussion

Though this is important content it should not be set so large that it affects the amount of room left for instructions and ballot content actually used by the voter.

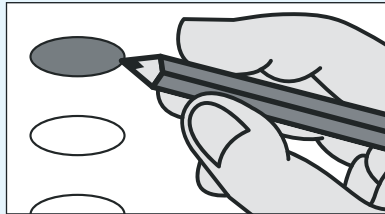
1 Instructions

Instrucciones

2 Making selections

Haga sus selecciones

3



4

Fill in the oval to the left of the name of your choice. You must blacken the oval completely, and do not make any marks outside of the oval. You do not have to vote in every race.

Rellene el óvalo a la izquierda del nombre de su selección. Deberá rellenar el óvalo totalmente y no hacer ninguna otra marca fuera del óvalo. No tiene que votar en todas las contiendas.

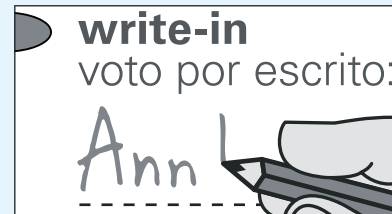
! Do not cross out or erase, or your vote may not count. If you make a mistake or a stray mark, ask for a new ballot from the poll workers.

5

No tache or borre, pues esto podría invalidar su voto. Si comete un error o hace alguna otra marca, pida una boleta nueva a uno de los oficiales electorales.

Optional write-in

Voto opcional por escrito

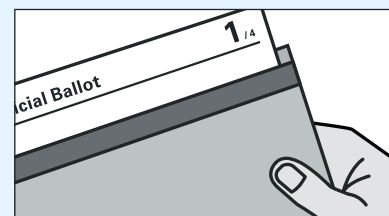


To add a candidate, fill in the oval to the left of "write-in" and print the name clearly on the dotted line.

Para agregar un candidato, rellene el óvalo a la izquierda del espacio designado 'voto por escrito' y escriba claramente el nombre de la persona en la línea punteada.

Turning in the ballot

Voltee la boleta



Insert the completed ballot into the ballot sleeve. Hand the ballot in to be counted.

Cuando termine de votar, introduzca la boleta en la funda protectora. y entrégela para ser contada.

! Do not fold the ballot. No doble la boleta.

Ballot instruction specifications

Specifications for each element in a section are referenced by number below.

1 Main head

This header defines the complete instructions area for the voter.

Fill: 100% process cyan, 0.5" height, extends full width of the column, 0.1" above topmost ascender, and 0.1" below lowest baseline of type.

Type, Language One: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% white, left aligned, set 0.1" from left edge of fill.

Type, Language Two: Univers 45 Light, size 12 pt., leading 13 pt., tracking -20, 100% white, left aligned, set 0.1" from left edge of fill.

Do not add additional space between languages. Type is centered between top and bottom of fill.

2 Background fill

3 pt. white line between background tint and main head. 3 pt. white line between each instruction.

Fill: 10% process cyan, extends full width of the column, 0.1" above topmost ascender of type, and 0.1" below lowest baseline of type for each instruction.

3 Subhead

Begins 0.1" below top of fill.

Type, Language One: Univers 65 Bold, size 12 pt., leading 15 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

Type, Language Two: Univers 45 Light, size 12 pt., leading 15 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

Do not add additional space between languages.

4 Illustration

Begins 0.1" below lowest baseline of title.

Size: 0.1" inset from column width on both sides; height determined by most effective display of illustration (typically 1" to 2").

Stroke: 0.5 pt. line, 100% black.

5 Instruction text

Begins 0.1" below bottom of illustration.

Type, Language One: Univers 65 Bold, size 12 pt., leading 15 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

Type, Language Two: Univers 45 Light, size 12 pt., leading 15 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

Space between languages should be 0.1".

6 Alerts

These should be used only for critical instructions, such as actions that may invalidate a voter's ballot. Begins 0.1" below lowest baseline of instruction content.

Attention icon: 0.25" diameter, 100% process cyan, set 0.1" from left edge of fill.

Type, Language One: Univers 65 Bold, size 12 pt., leading 15 pt., tracking -20, 100% process cyan, left aligned, set 0.1" from left edge of fill and 0.1" below Attention icon.

Type, Language Two: Univers 45 Light, size 12 pt., leading 15 pt., tracking -20, 100% process cyan, left aligned, set 0.1" from left edge of fill.

Space between languages should be 0.1".

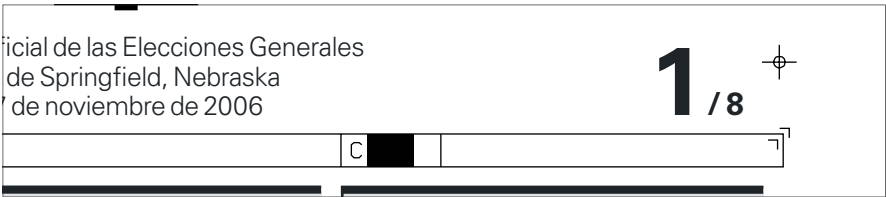
Discussion

The decision to apply color only to instructions is the result of feedback from usability testing and literacy experts.

Illustrative diagrams that accurately reflect the ballot type and equipment further clarify instructions and processes.

These illustrations are available at www.eac.gov/directory_name.

Informational icons are used to draw attention to unique or important areas of the ballot or to improve the voter's ability to scan dense information.



2

Continue voting next side
Continue votando al otro lado

4

→

Continue voting next page
Continue votando en la próxima página

→

Thank you for voting! Please turn in your finished ballot
¡Gracias por votar!
Entregue su boleta a un oficial electoral

all 100% actual size

Ballot navigation specifications

Specifications for each instruction element are referenced by number below.

1 Page numbering

Current and total page numbers should be placed in the top right corner of each face of every ballot page.

Current page type: Univers 65 Bold, size 36 pt., tracking -20, 100% black.

Total page type: Univers 65 Bold, size 12 pt., tracking -20, 100% black.

2 Instruction fill

Navigational instructions should be placed at the end of the final column on each ballot face, to tell the voter what to do next.

Fill: 10% process cyan, extends full width of the column, 0.1" above topmost ascender of type, and 0.1" below lowest baseline of type.

3 Instruction content

Begins 0.1" below top of fill.

Type, Language One: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

Type, Language Two: Univers 45 Light, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

Do not add additional space between languages.
Type is centered between top and bottom of fill.

4 Arrow

Use the Arrow icon when directing the voter to another location on the ballot.

Arrow icon: 0.25" diameter, 100% black, set 0.1" from right edge of fill, centered between top and bottom of fill.

Discussion

These ballot navigation guides help move the voter through the ballot, telling them where they are in the process and where to go next.

Ballot pages should be numbered with large bold numbers to aide in ballot completion.

Informational icons such as arrows and exclamation points (next page) are offered to draw attention to unique or important areas of the ballot or to improve the voter's ability to scan dense information.

These informational icons are available at www.eac.gov/directory_name.

The decision to apply color only to instructions is the result of feedback from usability testing and literacy experts.

3

Vote for 1 / Vote por 1

all 100% actual size

Contest question specifications

Contest question components include borders that separate each contest, titles, special instructions, candidate/ticket information and choices.

1 Border

This border defines the top, left and bottom sides of the contest.

Top: 3.0 pt. line, 100% black, extends full width of the column.

Left: 1.0 pt. line, 100% black.

Bottom: 1.0 pt. line, 100% black, extends full width of the column; placed 0.1" below last content in column.

2 Contest title

This header defines each contest question; it begins directly below the top border.

Fill: 15% black, extends full width of the column, 0.1" above topmost ascender, and 0.1" below lowest baseline of type.

Type, Language One: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

Type, Language Two: Univers 45 Light, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

Do not add additional space between languages. Type is centered between top and bottom of fill.

3 Contest instructions

This area defines each contest's instructions; it begins directly below the header.

Fill: 10% process cyan, extends full width of the column, 0.1" above topmost ascender, and 0.1" below lowest baseline of type.

Type, Language One: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

Type, Language Two: Univers 45 Light, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

Use forward slash to separate languages if both fit on a single line. If they are on separate lines, do not add additional space between languages. Type is centered between top and bottom of fill.

4 Special instructions

When new or modified instructions are introduced, they should be called out to alert the voter. These are set identically to standard contest instructions, with the addition of an Attention icon.

Fill: 10% process cyan, extends full width of the column, 0.1" above topmost ascender, and 0.1" below lowest baseline of type.

Attention icon: 0.15" diameter, 100% process cyan, set 0.1" from left edge of fill, centered between top and bottom of fill.

Type, Language One: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of icon.

Type, Language Two: Univers 45 Light, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of icon.

Do not add additional space between languages. Type is centered between top and bottom of fill.

Discussion

Informational icons such as exclamation points and arrows are offered to draw attention to unique or important areas of the ballot or to improve the voter's ability to scan dense information.

These informational icons are available at www.eac.gov/directory_name.

The use of political party icons is not encouraged, because literacy experts and design professionals believe they simply confuse many voters.

The decision to apply color only to instructions is the result of feedback from usability testing and literacy experts.

U.S. Senator
Senador de EEUU

Vote for 1 / Vote por 1

- 5
- 6
- 7
- ☐ **Dennis Weiford**
Blue / Azul
- ☐ **Lloyd Garriss**
Yellow / Amarillo
- ☐ **Sylvia Wentworth-Farthington**
Purple / Púrpura
- ☐ **John Hewetson**
Orange / Naranja
- ☐ **Victor Martinez**
Pink / Rosa
- ☐ **Heather Portier**
Gold / Oro
- ☐ **write-in**
voto por escrito:
.....

State Governor and Lieutenant-Governor
Gobernador y Teniente-Gobernador

Vote for 1 pair
Vote por 1 par

- ☐ **Charlene Franz and Chris Norberg**
Blue / Azul
- ☐ **Gerard Harris and Anthony Parks**
Yellow / Amarillo
- ☐ **Linda Bargmann and Luis Garcia**
Purple / Púrpura
- ☐ **Barbara Adcock and Charles Qualey**
Orange / Naranja
- ☐ **Carrie Steel-Loy and George Hovis**
Pink / Rosa
- ☐ **Frederick Sharp and Burt Zirkle**
Gray / Gris
- ☐ **write-in**
voto por escrito:
.....

Board of Education Member:
City of Springfield
Miembro de la Comisión de Educación:
Ciudad de Springfield

- !

Vote for up to 5
Vote por un máximo de 5
- ☐ **Alex Marr**
- ☐ **Albert Musgrove**
- ☐ **Thomas Fleming**
- ☐ **Harriett Watson**
- ☐ **Theodore Fina**
- ☐ **Steven Williams**
- ☐ **Peter Sigelakis**
- ☐ **Deborah Barkelow**
- ☐ **write-in**
voto por escrito:
.....
- ☐ **write-in**
voto por escrito:
.....
- ☐ **write-in**
voto por escrito:
.....
- ☐ **write-in**
voto por escrito:
.....
- ☐ **write-in**
voto por escrito:
.....

all 100% actual size

Contest question specifications, continued**5 Candidate information**

First name should begin no less than 0.1" below bottom of instructions fill; on ballots with set selection locations, the distance may need to be greater. Subsequent names should begin 0.1" below separation line of previous candidate. Names should be set as close as possible to the selection location.

Name type: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned.

Party type: Univers 45 Light, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned.

On contests with a two-person ticket, the word "and" should be placed alone on a separate line between the two candidate names.

6 Separation line

Each candidate option should be followed by a line to clearly define it, even if it is the final option in a particular contest. Line should be placed no less than 0.1" below the lowest baseline of candidate information; on ballots with set selection locations, the distance may need to be greater. Line should also be located 0.1" above topmost ascender of the following candidate name, if applicable.

Line: 0.25 pt. line, 100% black, extends full width of column area allowed for candidates.

7 Write-in

Begins 0.1" below final line of previous candidate. Write-in line should be placed no less than 0.3" below lowest baseline of type; on ballots with set selection locations, the distance may need to be greater.

Type, Language One: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned.

Type, Language Two: Univers 45 Light, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned.

Use forward slash to separate languages if both fit on a single line. If they are on separate lines, do not add additional space between languages.

Write-in line: 0.5 pt. line, dashed 4 pt./4 pt., 100% black, extends full width of column area allowed for candidates.

Discussion

All candidates in any given contest should be given the same amount of vertical space. If one candidate's name must break onto a second line, the vertical space for all candidates should be changed to match.

Place the selection oval to the left of the candidate/ticket name as shown on page XXX.

1 **Judge Retention:**

2 **State Supreme Court**
Retención de Juez:
Tribunal Supremo del Estado

3 **Vote to keep or remove**
Vote para retener or remover
del puesto

4 **Retain Robert Demergue
as Chief Justice of the
State Supreme Court?**
¿Se deberá retener a Robert
Demergue como presidente
del Tribunal Supremo del
Estado?

6 ☐ **Keep Judge**
Retener a este juez

5 ☐ **Remove Judge**
Remover a este juez

100% actual size

Retention question specifications

Retention question components include borders that separate each question, titles, special instructions, the question and the choices.

1 Border

This border defines the top, left and bottom sides of the question.

Top: 3.0 pt. line, 100% black, extends full width of the column.

Left: 1.0 pt. line, 100% black.

Bottom: 1.0 pt. line, 100% black, extends full width of the column; placed 0.1" below last content in column.

2 Retention title

This header each retention question; it begins directly below the top border.

Fill: 15% black, extends full width of the column, 0.1" above topmost ascender, and 0.1" below lowest baseline of type.

Type, Language One: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

Type, Language Two: Univers 45 Light, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

Do not add additional space between languages. Type is centered between top and bottom of fill.

3 Retention instructions

This area defines each question's instructions; it begins directly below the header.

Fill: 10% process cyan, extends full width of the column, 0.1" above topmost ascender, and 0.1" below lowest baseline of type.

Type, Language One: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

Type, Language Two: Univers 45 Light, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

Use forward slash to separate languages if both fit on a single line. If they are on separate lines, do not add additional space between languages. Type is centered between top and bottom of fill.

4 Retention content

Presents the question clearly to the voter; it begins no less than 0.1" below bottom of instructions fill.

Type, Language One: Univers 65 Bold, size 12 pt., leading 15 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of column.

Type, Language Two: Univers 45 Light, size 12 pt., leading 15 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of column.

Space between languages should be 0.1".

5 Retention selection options

First selection option should begin 0.2" below lowest baseline of content; on ballots with set selection locations, the distance may need to be greater. Subsequent options should begin 0.1" below final line of previous option. Options should be set as close as possible to the selection location.

Type, Language One: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

Type, Language Two: Univers 45 Light, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1" from left edge of fill.

Use forward slash to separate languages if both fit on a single line. If they are on separate lines, do not add additional space between languages. Type is centered between top and bottom of fill.

6 Separation line

Each selection option should be followed by a line to clearly define it, even if it is the final option in a particular question. Line should be placed 0.1" below lowest baseline of selection option; on ballots with set selection locations, the distance may need to be greater. Line should also be located 0.1" above topmost ascender of the following option, if applicable.

Line: 0.25 pt. line, 100% black, extends full width of column area allowed for selection options.

Discussion

The decision to apply color only to instructions is the result of feedback from usability testing and literacy experts.

All names in any given retention question should all be given the same amount of vertical space. If one candidate's name must break onto a second line, the vertical space for all candidates should be changed to match.

Place the selection oval to the left of the judge's name as shown on page XXX.

1

2

Ballot Measure 101: Open Primaries

Medida de Votación 101: Elecciones primarias abiertas

3

Vote to accept or reject

Vote para aceptar o rechazar

4

Requires primary elections where voters may vote for any state or federal candidate regardless of party registration of voter or candidate. The two primary-election candidates receiving most votes for an office, whether they are candidates with no party or members of same or different party, would be listed on general election ballot. Exempts presidential nominations. Fiscal Impact: No significant net fiscal effect on state and local governments.

Estas traducciones no son exactas. Solo son utilizadas en esta boleta, como ejemplo. federal a pesar de matrícula de partido de votante o candidato. Los dos candidatos de la primaria que reciben la mayoría de los votos para una oficina, si ellos son candidatos con ningún partido ni miembros del partido mismo ni diferente, serían listados en la votación de elección general. Exime los nombramientos presidenciales. El Impacto fiscal: Ningún efecto fiscal, neto y significativo en el estado y administraciones municipales.

5

6

- ☐ **Accept** / Acepto
- ☐ **Reject** / Rechazo

Referendum specifications

Referendum question components include borders that separate each question, titles, instructions, the question and the choices. Referendum should span either two or three columns, depending on available ballot space. This variable column width is noted below as the “referendum area.”

1 Border

This border defines the top, left and bottom sides of the question.

Top: 3.0 pt. line, 100% black, extends full width of the referendum area.

Left: 1.0 pt. line, 100% black.

Bottom: 1.0 pt. line, 100% black, extends full width of the referendum area; placed 0.1” below last content in referendum area.

2 Referendum title

This header defines each referendum question; it begins directly below the top border.

Fill: 15% black, extends full width of the referendum area, 0.1” above topmost ascender, and 0.1” below lowest baseline of type.

Type, Language One: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1” from left edge of fill.

Type, Language Two: Univers 45 Light, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1” from left edge of fill.

Do not add additional space between languages. Type is centered between top and bottom of fill.

3 Referendum instructions

This area defines each question’s instructions; it begins directly below the header.

Fill: 10% process cyan, extends full width of the referendum area, 0.1” above topmost ascender, and 0.1” below lowest baseline of type.

Type, Language One: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1” from left edge of fill.

Type, Language Two: Univers 45 Light, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1” from left edge of fill.

Use forward slash to separate languages if both fit on a single line. If they are on separate lines, do not add additional space between languages. Type is centered between top and bottom of fill.

4 Referendum content

Presents the referendum question clearly to the voter; it begins no less than 0.1” below bottom of instructions fill, set 0.1” from left border. Referendum area should be divided into two equal columns separated by 0.5” with one language placed in each.

Type, Language One: Univers 65 Bold, size 12 pt., leading 15 pt., tracking -20, 100% black, left aligned, set 0.1” from left edge of column.

Type, Language Two: Univers 45 Light, size 12 pt., leading 15 pt., tracking -20, 100% black, left aligned.

5 Referendum selection options

First selection option should begin 0.2” below lowest baseline of content; on ballots with set selection locations, the distance may need to be greater. Subsequent options should begin 0.1” below final line of previous option. Options should be set as close as possible to the selection location, ideally in the left-most column of the referendum area.

Option type, Language One: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1” from left edge of referendum area.

Option type, Language Two: Univers 45 Light, size 12 pt., leading 13 pt., tracking -20, 100% black, left aligned, set 0.1” from left edge of referendum area.

Use forward slash to separate languages if both fit on a single line. If they are on separate lines, do not add additional space between languages. Type is centered between top and bottom of fill.

6 Separation line

Each selection option should be followed by a line to clearly define it, even if it is the final option in a particular question. Line should be placed 0.1” below lowest baseline of selection option; on ballots with set selection locations, the distance may need to be greater. Line should also be located 0.1” above topmost ascender of the following option, if applicable.

Line: 0.25 pt. line, 100% black, extends full width of referendum area allowed for selection options.

Discussion

See page XXX.

Samples: two languages

The design best practices detailed in the previous section are applied to various one-color ballots on pages XXX–XXX. The variations include two ballot styles, a one-color version and a Asian language version.

Specifications that vary from those outlined in the Design section are detailed opposite the application example. The samples show that the design best practices are flexible and can be applied to a variety of ballot types.

The ballot content used in these samples was originally developed by the National Institute of Standards and Technology (NIST) to illustrate a “moderately complex” ballot. Although it is impossible to cover every ballot scenario, most general election ballot layout issues can be addressed.

The samples shown on the following pages are not endorsements of a particular ballot manufacturer. They are used to illustrate design standards and usability findings.

DRAFT


Official Ballot for General Election
Springfield County, Nebraska
Tuesday, November 07, 2006

Boleta Oficial de las Elecciones Generales
Condado de Springfield, Nebraska
Martes, 7 de noviembre de 2006

1 / 8

Instructions
Instrucciones

Making selections
Haga sus selecciones



Fill in the oval to the left of the name of your choice. You must blacken the oval completely, and do not make any marks outside of the oval. You do not have to vote in every race.


Rellene el óvalo a la izquierda del nombre de su selección. Deberá rellenar el óvalo totalmente y no hacer ninguna otra marca fuera del óvalo. No tiene que votar en todas las contiendas.

Do not cross out or erase, or your vote may not count. If you make a mistake or a stray mark, ask for a new ballot from the poll workers.

No tache o borre, pues esto podría invalidar su voto. Si comete un error o hace alguna otra marca, pida una boleta nueva a uno de los oficiales electorales.

Optional write-in
Voto opcional por escrito


write-in
voto por escrito:



To add a candidate, fill in the oval to the left of "write-in" and print the name clearly on the dotted line.

Para agregar un candidato, rellene el óvalo a la izquierda del espacio designado "voto por escrito" y escriba claramente el nombre de la persona en la línea punteada.

Turning in the ballot
Voltee la boleta



Insert the completed ballot into the ballot sleeve. Hand the ballot in to be counted.

Cuando termine de votar, introduzca la boleta en la funda protectora, y entrégela para ser contada.

Do not fold the ballot.
No doble la boleta.

President and Vice-President of the United States
Presidente y vicepresidente de los Estados Unidos

Vote for 1 pair
Vote por 1 par

☐ Joseph Barchi and Joseph Hallaren
Blue / Azul

☐ Adam Cramer and Greg Vuocolo
Yellow / Amarillo

☐ Daniel Court and Amy Blumhardt
Purple / Púrpura

☐ Alvin Boone and James Lian
Orange / Naranja

☐ Austin Hildebrand and James Garritty
Pink / Rosa

☐ Martin Patterson and Clay Lariviere
Gold / Oro

☐ Elizabeth Harp and Antoine Jefferson
Gray / Gris

☐ Charles Layne and Andrew Kowalski
Aqua / Agua

☐ Marzena Pazgier and Welton Phelps
Brown / Marrón

☐ write-in
voto por escrito:

U.S. Senator
Senador de EEUU

Vote for 1 / Vote por 1

☐ Dennis Weiford
Blue / Azul

☐ Lloyd Garriss
Yellow / Amarillo

☐ Sylvia Wentworth-Farthington
Purple / Púrpura

☐ John Hewetson
Orange / Naranja

☐ Victor Martinez
Pink / Rosa

☐ Heather Portier
Gold / Oro

☐ write-in
voto por escrito:

U.S. Representative
Representante de EEUU

Vote for 1 / Vote por 1

☐ Brad Plunkard
Blue / Azul

☐ Bruce Reeder
Yellow / Amarillo

☐ Brad Schott
Purple / Púrpura

☐ Glen Tawney
Orange / Naranja

☐ Carroll Forrest
Pink / Rosa

☐ write-in
voto por escrito:

Continue voting next side
Continue votando al otro lado

Precinct0001 Ward0002 Split0003 PollWorkerInitials

English / Spanish

To download

eac.gov/filename.pdf

eac.gov/filename.indd

See pages XXX-XXX
for detailed production
specifications.

50% actual size

See pages XXX–XXX
for detailed production
specifications.

50% actual size

See pages XXX–XXX
for detailed production
specifications.


Official Ballot for General Election
Springfield County, Nebraska
Tuesday, November 07, 2006

Boleta Oficial de las Elecciones Generales
Condado de Springfield, Nebraska
Martes, 7 de noviembre de 2006

1 / 8

Instructions
Instrucciones

Making selections
Haga sus selecciones



Fill in the oval to the left of the name of your choice. You must blacken the oval completely, and do not make any marks outside of the oval. You do not have to vote in every race.


Rellene el óvalo a la izquierda del nombre de su selección. Deberá rellenar el óvalo totalmente y no hacer ninguna otra marca fuera del óvalo. No tiene que votar en todas las contiendas.

Do not cross out or erase, or your vote may not count. If you make a mistake or a stray mark, ask for a new ballot from the poll workers.

No tache o borre, pues esto podría invalidar su voto. Si comete un error o hace alguna otra marca, pida una boleta nueva a uno de los oficiales electorales.

Optional write-in
Voto opcional por escrito


write-in
voto por escrito:



To add a candidate, fill in the oval to the left of "write-in" and print the name clearly on the dotted line.

Para agregar un candidato, rellene el óvalo a la izquierda del espacio designado "voto por escrito" y escriba claramente el nombre de la persona en la línea punteada.

Turning in the ballot
Voltee la boleta



Insert the completed ballot into the ballot sleeve. Hand the ballot in to be counted.

Cuando termine de votar, introduzca la boleta en la funda protectora, y entréguela para ser contada.

Do not fold the ballot.
No doble la boleta.

President and Vice-President of the United States
Presidente y vicepresidente de los Estados Unidos

Vote for 1 pair
Vote por 1 par

☐ **Joseph Barchi and Joseph Hallaren**
Blue / Azul

☐ **Adam Cramer and Greg Vuocolo**
Yellow / Amarillo

☐ **Daniel Court and Amy Blumhardt**
Purple / Púrpura

☐ **Alvin Boone and James Lian**
Orange / Naranja

☐ **Austin Hildebrand and James Garritty**
Pink / Rosa

☐ **Martin Patterson and Clay Lariviere**
Gold / Oro

☐ **Elizabeth Harp and Antoine Jefferson**
Gray / Gris

☐ **Charles Layne and Andrew Kowalski**
Aqua / Agua

☐ **Marzena Pazgier and Welton Phelps**
Brown / Marrón

☐ **write-in**
voto por escrito:

U.S. Senator
Senador de EEUU

Vote for 1 / Vote por 1

☐ **Dennis Weiford**
Blue / Azul

☐ **Lloyd Garriss**
Yellow / Amarillo

☐ **Sylvia Wentworth-Farthington**
Purple / Púrpura

☐ **John Hewetson**
Orange / Naranja

☐ **Victor Martinez**
Pink / Rosa

☐ **Heather Portier**
Gold / Oro

☐ **write-in**
voto por escrito:

U.S. Representative
Representante de EEUU

Vote for 1 / Vote por 1

☐ **Brad Plunkard**
Blue / Azul

☐ **Bruce Reeder**
Yellow / Amarillo

☐ **Brad Schott**
Purple / Púrpura

☐ **Glen Tawney**
Orange / Naranja

☐ **Carroll Forrest**
Pink / Rosa

☐ **write-in**
voto por escrito:

Continue voting next side
Continue votando al otro lado

Precinct0001 Ward0002 Split0003 PollWorkerInitials_____

English / Spanish

To download

eac.gov/filename.pdf

eac.gov/filename.indd

See pages XXX-XXX
for additional production
specifications.

One-color version specifications

If circumstances dictate that ballots be printed in only one color, certain adjustments should be made to the specifications of the ballot.

1 Instruction head

Rather than process cyan, this header should be 100% black.

2 Instructional fills

Rather than screened process cyan, all instructional fills should be 10% black. This includes the fills used with all ballot instructions, question instructions, and all navigational instructions.

3 Attention icons

Rather than process cyan, all Attention icons should be 100% black. This includes icons for critical ballot instructions, as well as special question instructions.

4 Question titles

To create appropriate contrast from question instructions, question header fills should be 20% black, rather than the 15% black used on two-color ballots.

1

2

3

4

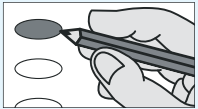
Official Ballot for General Election
Springfield County, Nebraska
Tuesday, November 07, 2006

普選正式投票
內布拉斯加州，斯普林菲爾德縣
2006年11月7日，星期二

1 / 8

Instructions
說明

Making selections
選擇



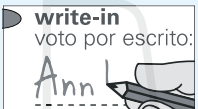
Fill in the oval to the left of the name of your choice. You must blacken the oval completely, and do not make any marks outside of the oval. You do not have to vote in every race.
請填滿您選擇的候選人名字左側的橢圓形。您必須將該橢圓完全塗黑，不要在橢圓的外邊做任何的標記。您不必參加每一輪的投票。

Do not cross out or erase, or your vote may not count. If you make a mistake or a stray mark, ask for a new ballot from the poll workers.

請不要塗改、擦抹，不然您的投票會被視為無效。如果發生填寫錯誤或是在塗寫時位置發生偏離，請向登記處的工作人員索要一張新的選票。

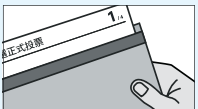
Optional write-in
任意的補選

write-in
voto por escrito:



To add a candidate, fill in the oval to the left of "write-in" and print the name clearly on the dotted line.
增加一位候選人，請填滿“補選”左側的橢圓，並在點狀下劃線上清晰地用印刷體填寫其姓名。

Turning in the ballot
上繳選票



Insert the completed ballot into the ballot sleeve. Hand the ballot in to be counted.
請將整張選票完全放入選票信袋。上繳選票以供計算。

Do not fold the ballot.
請勿折疊選票

President and Vice-President of the United States
美國總統和副總統

Vote for 1 pair
投票選兩位候選人

Joseph Barchi and / 和 Joseph Hallaren
Blue / 藍色

Adam Cramer and / 和 Greg Vuocolo
Yellow / 黃色

Daniel Court and / 和 Amy Blumhardt
Purple / 紫色

Alvin Boone and / 和 James Lian
Orange / 橙色

Austin Hildebrand and / 和 James Garritty
Pink / 粉紅色

Martin Patterson and / 和 Clay Lariviere
Gold / 粉紅色

Elizabeth Harp and / 和 Antoine Jefferson
Gray / 灰色

Charles Layne and / 和 Andrew Kowalski
Aqua / 淺綠色

Marzena Pazgier and / 和 Welton Phelps
Brown / 棕色

write-in / 或補選:

U.S. Senator
美國參議院參議員

Vote for 1
投票選一位候選人

Dennis Weiford
Blue / 藍色

Lloyd Garriss
Yellow / 黃色

Sylvia Wentworth-Farthington
Purple / 紫色

John Hewetson
Orange / 橙色

Victor Martinez
Pink / 粉紅色

Heather Portier
Gold / 金色

write-in / 或補選:

U.S. Representative
美國眾議院眾議員

Vote for 1
投票選一位候選人

Brad Plunkard
Blue / 藍色

Bruce Reeder
Yellow / 黃色

Brad Schott
Purple / 紫色

Glen Tawney
Orange / 橙色

Carroll Forrest
Pink / 粉紅色

write-in / 或補選:

Continue voting
next side
在下一面繼續投票

Precinct0001 Ward0002 Split0003 PollWorkerInitials

English / Chinese

For digital files go to:
eac.gov/filename.pdf
eac.gov/filename.indd

See pages XXX-XXX
for additional production
specifications.

50% actual size

Asian language versions

When dual-language ballots are produced for non-English languages, certain situations should be considered.

- 1**Typeface choices**

Non-western typefaces should be selected on the basis of simplicity, compatibility with the Univers type family, and cultural appropriateness. In the application shown LeHei Pro is used for Chinese.
- 2**Instructional illustrations**

Make sure that instructional illustrations accurately reflect the language being used on the specific ballot.
- 3**Candidate names**

All ballot text should be translated, and candidate and political party names transliterated.

- 4**Language indication**

Although it is assumed that all poll workers will speak English, not all will be able to identify the language on a non-English ballot. Non-English ballots should include this block to identify the language. The block should be placed near the bottom right hand corner of the ballot, as far from ballot content as possible.

Fill: 10% process cyan, extends full width of one column, 0.1" above topmost ascender, and 0.1" below lowest baseline of type.

Type, Language One: Univers 65 Bold, size 12 pt., leading 13 pt., tracking -20, 100% black, center aligned.

Type, Language Two: Univers 45 Light, size 12 pt., leading 13 pt., tracking -20, 100% black, center aligned.

Use forward slash to separate languages if both fit on a single line. If they are on separate lines, do not add additional space between languages. Type is centered between top and bottom of fill.

Discussion

Translators ensure proper grammatical, syntactic, and structural character of the content and appropriate use of local dialect variations. Obviously, accurate translations are vital for non-English-speaking voters. Online translations often are misleading, unclear, or simply wrong. The EAC can provide some model translations.

A cultural expert can review translated material to ensure that the translations are accurate and culturally relevant, and that their visual presentation is appropriate.